

## This week's community profile: Morrison



**Church-goers:** Mildred and Karl Falck, left, and Lorraine and Viola Falck attend services at Morrison Zion Evangelical Lutheran Church, one of the

landmarks of this small, Brown County community. The original church was destroyed in a fire. The new church was built in the 1920s.



# Always changing with the times

By Casey Cain

Press-Gazette

Residents in Morrison have never had to dial a phone.

Before 1968, they had magneto phones — the kind with the hand crank on the side. In 1968, Morrison received Wisconsin's first touch-tone phone system.

That's one giant leap for southern Brown County.

**Press-Gazette photos  
by Ken Behrend**

Morrison often blends the old with the new.

The Morrison Store and Cafe, with its pressed-tin ceiling and shiny hardwood floors, is a neighbor to the streamlined RVs and trailers at Quinnette's Sales. Wayside Telephone Co., which is considering fiber-optic service, is only a brief walk from the old-world Morrison Zion Evangelical Lutheran Church.

There's a lot to like in the hamlet, residents say.

"The country living is excellent," said the Rev. Waldemar Loescher, pastor of Zion Evangelical Lutheran Church. "County living is better than city living almost any day of the year — except in a snowstorm," said Loescher, who came to Morrison in 1970.

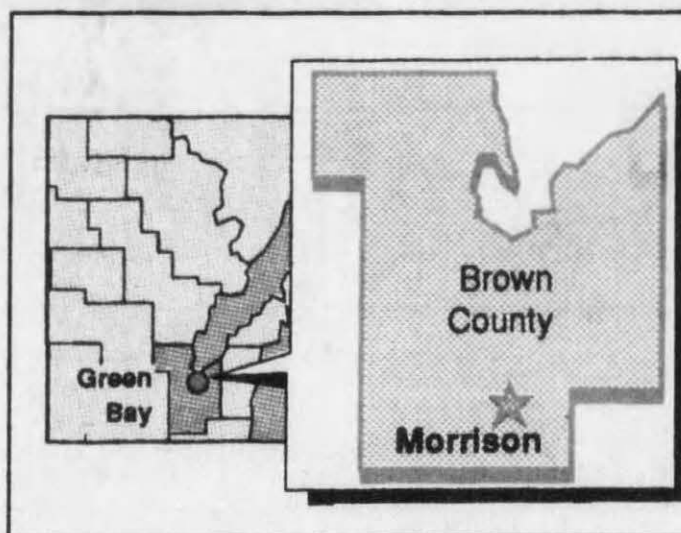
He said the students he teaches at nearby Zion Lutheran School are "very nice. We enjoy working with them."

And if that isn't enough...

"The Morrison Cafe has excellent hamburgers, at a very reasonable price."

Alice Uecker, 58, who lives with her husband, Arwed, on a century-old dairy farm at 6936 Brown County W, said Morrison offers "nice friendly people in a nice quiet community."

"Everyone must like living here," she said. "Otherwise it would have died out."



## The Morrison file

- ☐ **Population:** 100 to 150.
- ☐ **Founded:** 1855, when Philip Falck Sr. opened a small store in the living room of his home.
- ☐ **Location:** Southeast Brown County in the Town of Morrison, on Brown County W.
- ☐ **Don't miss:** Peanut butter cookies at the Morrison Cafe; view of the interior of Morrison Zion Evangelical Lutheran Church.

Arwed Uecker, 65, was on Morrison's volunteer fire department for 45 years, including 15 years as fire chief.

He said his father, who was also a fire fighter, used to tell a story about a fire at the old Lutheran church.

The fire was spotted by a Catholic priest from a neighboring parish. When the firefighters, all older men, got to the scene, they couldn't throw their climbing ropes onto the roof. The young priest obliged. The church burned down anyway, prompting Morrison's decades-old drive to have a young fire department.

Part of the reason Morrison has survived is that local businesses have changed with the times, residents said.

The Quinnette RV center was once L.A. Quinnette, makers of harnesses for horses. The Morrison Cafe was once a general store, where residents could buy suits, groceries, hardware and other supplies.

Not all businesses are so lucky. Frank Falck, 62, owner of the Morrison Garage, said his small sales and repair business couldn't afford the changes Chrysler demands of its service departments, so he has gone independent.

"We couldn't keep up with the technol-

ogy," said Falck, whose family had been doing business with Chrysler since 1932.

But even if his garage closes, he won't leave Morrison, the hamlet his great-great-grandfather founded in 1855.

"It's a great place to live," he said. "Nobody gets out of line. We all know each other. When new people move in, we get to know them fast."

He said housing won't be widely available until the area gets sewer service, but Morrison is a prime location, because it is 25 miles or less from Green Bay, De Pere, Brillion, Manitowoc and Appleton.

Lorraine Falck, 83, whose husband owned the Morrison Cafe when it was the general store, said there's a family feeling about the village.

"You know everybody, and everybody helps everybody out," she said.

That spirit fuels Morrison's Fire Department and First Responders, according to Ron Kiekhaefer, plant manager at Wayside Telephone.

"Most of the time they arrive on the scene and it's someone they know," Kiekhaefer said. "It takes a special person to do that."

■ **Next week:** Breed in Oconto County



**Dialing:** Ron Kiekhaefer, Wayside Telephone Co. plant manager, is shown with old and new models.



**Clean work:** Paul Quinnette cleans a window on a recreational vehicle at his parents' business.